

“Expression of Interest for Co-branding and Advertisement Rights at 11 Stations of North South Corridor - Ahmedabad Metro Rail Phase-1”

Eol No. GMRC/PD/ Eol - Co-branding and Advertisement Rights - NS/2026

ADDENDUM NO: 4, DATED: 13-03-2026

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1	3.3 (vii)	14	vii. During the currency of the license period, the Licensee may be permitted to change the Brand name of the station, logo or modify the theme of the advertising inventory at its own cost after approval from GMRC. However, to avoid frequent changes in the suffix/prefix of a Brand Name to the name of the metro station, a specific brand may be displayed for a period of at one year . Further, it needs to be ensured that there is no obstruction for the free movement of passengers and operations should not be affected in any manner thereon.	vii. During the currency of the license period, the Licensee may be permitted to change the Brand name of the station, logo or modify the theme of the advertising inventory at its own cost after approval from GMRC. However, to avoid frequent changes in the suffix/prefix of a Brand Name to the name of the metro station, a specific brand may be displayed for a period of at least one year . Further, it needs to be ensured that there is no obstruction for the free movement of passengers and operations should not be affected in any manner thereon.																																																																						
2	Annexure 2A & 2B	28	<p align="center"><u>Annexure 2A: Collateral available at Station for Co-Branding Rights</u></p> <table border="1"> <thead> <tr> <th rowspan="2">Station Category</th> <th colspan="3">Co-branding Rights</th> </tr> <tr> <th>Pre-fix/Suffix with station name</th> <th>Station Colouring</th> <th>Inside train announcement and co-branding on digital platform*</th> </tr> </thead> <tbody> <tr> <td>A (Elevated/Underground stations)</td> <td>Available</td> <td>Available</td> <td>Available</td> </tr> <tr> <td>A (Stations with mezzanine level)</td> <td>Available</td> <td>Available</td> <td>Available</td> </tr> <tr> <td>B</td> <td>Available</td> <td>Available</td> <td>Available</td> </tr> </tbody> </table> <p><small>*Digital platform means GMRC website and Mobile application</small></p> <p><u>Annexure 2B: Collateral available at Station for Advertisement Rights</u></p> <table border="1"> <thead> <tr> <th rowspan="2">Station Category</th> <th colspan="3">Advertisement Rights Space available – Min. Area (Sq. m)</th> </tr> <tr> <th>Inside Station</th> <th>External Area (Station Box + Entry-Exit walls)</th> <th>FOB (if available)</th> </tr> </thead> <tbody> <tr> <td>A (Elevated/Underground stations)</td> <td>150</td> <td>300</td> <td>50</td> </tr> <tr> <td>A (Stations with mezzanine level)</td> <td>150</td> <td>350</td> <td>-</td> </tr> <tr> <td>B</td> <td>150</td> <td>250</td> <td>50</td> </tr> </tbody> </table>	Station Category	Co-branding Rights			Pre-fix/Suffix with station name	Station Colouring	Inside train announcement and co-branding on digital platform*	A (Elevated/Underground stations)	Available	Available	Available	A (Stations with mezzanine level)	Available	Available	Available	B	Available	Available	Available	Station Category	Advertisement Rights Space available – Min. Area (Sq. m)			Inside Station	External Area (Station Box + Entry-Exit walls)	FOB (if available)	A (Elevated/Underground stations)	150	300	50	A (Stations with mezzanine level)	150	350	-	B	150	250	50	<p><input type="checkbox"/> <u>Annexure 2A: Collateral available at Station for Co-branding Rights</u></p> <table border="1"> <thead> <tr> <th rowspan="2">Station Category</th> <th colspan="4">Co-branding Rights</th> </tr> <tr> <th>Semi Naming Pre-fix/Suffix</th> <th>Station Colouring</th> <th>Inside train announcement & branding and digital platform*</th> <th>External Area (Station Box + Entry-Exit walls)</th> </tr> </thead> <tbody> <tr> <td>A (Elevated/Underground stations)</td> <td>Available</td> <td>Available</td> <td>Available</td> <td>300</td> </tr> <tr> <td>A (Stations with mezzanine level)</td> <td>Available</td> <td>Available</td> <td>Available</td> <td>350</td> </tr> <tr> <td>B</td> <td>Available</td> <td>Available</td> <td>Available</td> <td>250</td> </tr> </tbody> </table> <p><small>*Digital platform means GMRC website and Mobile application</small></p> <p><u>Annexure 2B: Collateral available at Station for Advertisement Rights</u></p> <table border="1"> <thead> <tr> <th rowspan="2">Station Category</th> <th colspan="2">Advertisement Rights Space available – Min. Area (Sq. m)</th> </tr> <tr> <th>Inside Station</th> <th>FOB (if available)</th> </tr> </thead> <tbody> <tr> <td>Both A & B</td> <td>150</td> <td>50</td> </tr> </tbody> </table>	Station Category	Co-branding Rights				Semi Naming Pre-fix/Suffix	Station Colouring	Inside train announcement & branding and digital platform*	External Area (Station Box + Entry-Exit walls)	A (Elevated/Underground stations)	Available	Available	Available	300	A (Stations with mezzanine level)	Available	Available	Available	350	B	Available	Available	Available	250	Station Category	Advertisement Rights Space available – Min. Area (Sq. m)		Inside Station	FOB (if available)	Both A & B	150	50
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